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ABSTRACT

The first in a series of four, this report describes part of a national study commissioned by the Corporation for Public Broadcasting to investigate audience awareness of public radio, reaction to on-air fund raising and programing on public radio, and audience reactions to on-air fund raising by public television stations. Specifically, this segment investigated the level of awareness of National Public Radio, the awareness of a local public radio station, the degree of listening time given to public radio, the listeners' choices in programing, and the demographics of subsegments of the population identified in terms of their involvement with public radio. Data were collected from telephone interviews with 1067 randomly selected adults. Appendixes include a brief discussion of the sampling procedures, interviewer training, the variability of survey results, and a copy of the questionnaire used in the survey. (MAI)

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PUBLIC RADIO/TELEVISION SURVEY
JANUARY-FEBRUARY 1978

REPORT 1: PUBLIC RADIO AWARENESS, LISTENING, AND PROGRAMMING

REPORT 2: PUBLIC RADIO ON-AIR FUND RAISING

REPORT 3: PTV ON-AIR FUND RAISING

REPORT 4: METHODOLOGY

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FOREWORD

During January-February 1978, a national survey was conducted to investigate reactions to on-air fund raising by public radio and public television stations, and, for public radio, to determine levels of awareness and listening and reactions to programming. With respect to public television, the study was virtually identical in procedures to studies performed and reported in 1976 and 1977, and it provides a measure of changes in public reaction over the years. The portion of the study relating to public radio was introduced in 1978.

A description of the 1978 survey and an analysis of the results have been organized into four reports, each concentrating on one aspect of the study, as follows:

1. Public Radio Awareness, Listening, and Programming
2. Public Radio On-Air Fund Raising
3. PTV On-Air Fund Raising
4. Methodology

All four reports are available from the Corporation for Public Broadcasting, which commissioned the study. The study was performed by Statistical Research, Inc. of Westfield, New Jersey.

Because the investigation is based on a survey among a sample of persons, rather than among all persons, the data are subject to sampling errors. Moreover, survey results are obtained through particular procedures which are subject to nonsampling errors that may be associated with the type of sample selected, the use of telephone households, the fact that not all designated sample members cooperated, the questions that were asked, and so forth. Therefore, in interpreting these data, the user should give full consideration to the methods used to compile them. Each of the first three reports listed above contains a brief methodological appendix. The reader is also encouraged to review the more comprehensive report devoted to methodology.

PUBLIC RADIO/TELEVISION SURVEY
REPORT 1: PUBLIC RADIO AWARENESS, LISTENING, AND PROGRAMMING

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PUBLIC RADIO/TELEVISION SURVEY
JANUARY-FEBRUARY 1978
REPORT 1 - PUBLIC RADIO AWARENESS, LISTENING, AND PROGRAMMING

INTRODUCTION

This report is one of four describing a nationwide study of (1) awareness of and listening to public radio, as well as reactions to on-air fund raising and to programming on public radio, and (2) reactions to on-air fund raising by public television stations.

Purpose

The specific topics covered were:

- For public radio,
  - -- The level of awareness among the adult population as of early 1978.
  - -- The level of listening.
  - -- Reasons for listening and reactions to programming.
  - - Reactions to on-air fund raising.
- For public television, reactions to on-air fund raising.

The public television portion of this survey repeated a similar effort conducted in the two previous years. The first two surveys were intended to track PTV awareness, viewing, and reactions to programming, as well as on-air fund raising. The 1978 study focus was confined to fund raising. However, in order to keep virtually constant the environment in which the fund raising questions were asked, only slight modifications of the questionnaire were introduced in the current study. This 1978 report therefore includes comparisons with former years.* The three

*The 1977 study is reported in Public Television Survey, January-February 1977, Corporation for Public Broadcasting, May 1977. That report is in four volumes: Report 1 - Awareness and Viewing, Report 2 - On-Air Fund-Raising, Report 3 - Programming, Report 4 - Methodology.

studies were timed to precede Festivals '76, '77, and '78, respectively, to obtain a reading independent of the immediate effects of the major national promotional effort of the public television year.

The public radio portion of the survey was designed to provide benchmark data against which to track trends in awareness, listening, and in reactions to on-air pledge campaigns, over time. On-air fund appeals have thus far not been used extensively by public radio stations, and the timing of the survey permitted a reading of public response prior to an expected significant growth in application of the technique.

Procedures

Interviews were conducted with 1067 adults, 18 years of age or older, randomly selected from among all adults living in telephone households in the continental United States. In order to include both listed and unlisted telephone households in their proper proportion, a random-digit dial sample was used.

Appendix A provides a brief description of sampling procedures, interviewer training and supervision, and variability of survey results. These issues are reviewed in more detail in the fourth report of this series, on Methodology.

Appendix B contains a copy of the questionnaire. It deviated in minor respects from the 1977 version. These differences are summarized in Report 4 - Methodology.

The data which were collected have been tabulated for many subgroups of the population: viewers and nonviewers of public television, listeners and nonlisteners to public radio, persons aware or unaware of PTV and of public radio, those who have seen or heard on-air appeals and those who have not, people who report donations to PTV and those who do not, etc. Not all of the tabulations are reported in this volume, but the complete tabulations are available at the Corporation for Public Broadcasting.

HIGHLIGHTS OF FINDINGS

Following are highlights from this national survey. These results are discussed in more detail and are documented in the "Detailed Findings" section of this report.

In terms of their exposure to public radio, the adult population of telephone households in the continental United States may be classified into subgroups on the bases of awareness of public radio and listening to public radio as follows:

Awareness of National Public Radio

- 21 percent report having heard of National Public Radio.
- 79 percent indicate no recognition of NPR.

  Among persons aware of their public radio station, 29 percent express recognition of National Public Radio.

Awareness of a Public Radio Station

- 27 percent are aware of a public radio station in their area. This group includes:
  - -- 2.6 percent who can, unaided, identify a public radio station's call letters and/or frequency.
  - -- 24.6 percent who indicate recognition of a public radio station's call letters.
- 73 percent exhibit no awareness of a public radio station or have no such station available to them.

Listening to Public Radio

- 15 percent report ever listening to public radio. This subgroup is composed as follows:

  -- 5 percent who report listening in the past week.

  -- 10 percent who report listening ever but not in the past week.

  Among persons aware of their public radio station, 56 percent state they have listened to it, and 18 percent that they have listened in the past week.

- 85 percent have never listened to public radio. This subgroup is composed as follows:

  -- 73 percent who are unaware of a public radio station or have none available in the area.

  -- 12 percent who report they have never listened.

When penetration of public radio awareness within demographic subgroups is examined, it is seen that the level of awareness is higher among:

- Males.
- Younger people.
- The better educated.
- White collar households.
- Residents of A and B size counties.
- Persons whose car or cars contain an FM radio.

Awareness is greatest in the northeastern region of the country, lowest in the south.

Incidence of listening to public radio is higher among:

- People under 60 years of age.
- The better educated.
- White collar households.
- Residents of A and B size counties.
- Households containing three or more persons.

Incidence of listening is highest in the northeastern and western regions of the country, lowest in the south. Differential incidences of awareness and listening by region, as well as those by county size, probably are associated with the geographic distribution of public radio stations.

Programming

When people who ever listen to public radio are asked why, major reasons relate to:

- Programming in general - 35 percent
- Music programming - 31 percent
- News/public affairs - 20 percent
- Talk programs - 12 percent
- Educational programs - 6 percent
- Absence of commercials - 7 percent

When listeners are asked on a closed-end basis whether each of nine possible reasons for listening helps to explain their own use of the medium, music programming is the reason most frequently given an affirmative response (86 percent of listeners). Of those who say they listen because of music, the majority (54 percent) indicate they listen to classical music (only, or in addition to other types of music; multiple responses were permitted).

A third or less of ever listeners express recognition of individual NPR programs; the proportion aware ranges from 32 percent of listeners for Folk Festival USA to 6 percent for Earplay. The relatively high level of recognition for Folk Festival USA may be caused by confusion with commercial programs bearing similar names.

Most public radio listeners express satisfaction with their station's programming. Asked how satisfied they are "with what is available to listen to on public radio today," 29 percent report they are "very satisfied," 56 percent "somewhat satisfied," 4 percent "not satisfied at all"; 11 percent do not respond.

The program types which listeners most often indicate they would like to hear more of on public radio are:

- Music in general or of some specific variety - 35 percent
- News/public affairs - 18 percent
- Talk - 14 percent
- Educational - 9 percent

Public TV and Radio

The greater the awareness or viewing of public television, the greater the awareness of or listening to public radio, and vice versa. Most people who ever listen to public radio also watch public television. However, 55 percent of the population has watched PTV without having ever listened to public radio.

DETAILED FINDINGS

Public Radio Awareness

NPR Awareness. About a fifth of the adult population reports having "heard of" National Public Radio. To place this statistic in perspective, NPR was one of seven networks for which recognition levels were obtained. The following percentages indicate recognition of the various radio networks:

- CBS Radio Network - 73 percent
- NBC Radio Network - 72 percent
- Mutual Broadcasting System - 65 percent
- ABC Contemporary Radio - 42 percent
- ABC Information Radio - 40 percent
- National Public Radio - 21 percent
- Mutual Black Network - 12 percent

Among persons who report awareness of their local public radio station, 29 percent state they have heard of National Public Radio. Of those who are unaware of a public radio station in their locality, 17 percent indicate they have heard of National Public Radio.

Public Radio Station Awareness. Among the adult population, 27 percent are aware of a public radio station in their area. This group is composed as follows:

- 2.6% of the population are aware unaided. That is, they respond positively when asked if there is a public radio station in the area* and correctly identify the station call letters and/or the frequency.
- 24.6% are aware aided. That is, they respond positively when asked if they have heard of station ____-(AM)(FM).

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*The question was as follows: "Public radio stations do not have any commercial advertising and are sometimes considered to be educational stations. We are particularly interested in the public radio stations that identify themselves with the National Public Radio Network, known as NPR. Are there any such public radio stations in your area?...Do you happen to know the station call letters or the number on the dial of any of these stations? ...What are they?"

The remaining 73 percent of the population is unaware of a public radio station; this includes those unaware of an existing station and those residing in areas without public radio penetration.*

Factors Associated with Awareness. Table 1 provides demographic profiles of persons who are aware of a public radio station in their area and of persons who are not aware, making possible a comparison of the composition of these two population segments.

Chart 1 shifts the focus from demographic profiles to penetration of awareness within demographic subgroups. As indicated in the chart, the level of awareness is higher among:

- Males.
- Younger people.
- The better educated.
- White collar households.
- Residents of A and B size counties.
- Persons whose car or cars contain an FM radio.

Awareness is greatest in the northeastern region of the country, lowest in the south, a fact which doubtless is closely related to public radio availability.

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*Prior to the interview, for each household in the original sample, as many as three PTV channels and three public radio stations (CPB qualified stations) were ascribed as available for reception in the local area. The television market area was used to determine both viewing and listening boundaries. Procedures for predesignation of channels and stations specified that, where doubt as to potential reception existed, a possible station be listed rather than none at all. Because of the uncertainty as to actual reach of public radio stations to the areas of residence of well over a thousand respondents interviewed, no estimate is offered here of the proportion of the population to whom public radio is not available, as distinguished from those to whom it is available but who are unaware of it.

Table 1

Demographic Characteristics by Awareness of the Public Radio Station

Characteristic	Aware (N=290*)	Unaware (N=777*)
Sex		
Male	47%	40%
Female	53	60
Age		
18-21	9	9
22-29	27	18
30-44	30	28
45-59	19	20
60 or over	15	25
Education		
Some H.S. or less	11	29
H.S. graduate	36	38
Some college	28	20
College grad.+	25	13
Occupation of chief wage earner		
White collar	57	42
Blue collar	25	33
Retired/not employed	18	25
Household income		
Under $10,000	27	35
$10,000 - $14,999	21	19
$15,000 - $19,999	16	19
$20,000 or more	36	27
Number of cars		
None	12	11
1	34	38
2	42	38
3 or more	12	13
FM radio in car(s) (Base: Persons with car)**		
FM radio(s)	69	58
No FM radio(s)	31	42

Characteristic	Aware (N=290*)	Unaware (N=777*)
Home ownership		
Own	64%	70%
Rent	36	30
No. of persons in HH		
1	15	16
2	27	34
3	22	17
4	20	16
5 or more	16	18
Presence of child under 12 in HH		
Child	39	34
No child	61	66
Race/ethnicity		
White	87	88
Black	9	9
Spanish/other	3	3
County size		
A	54	34
B	28	29
C	12	22
D	6	15
Region		
Northeast	36	21
Central	36	37
South	11	30
West	16	13

*Minus "no answers." Percentages may not add to 100 due to rounding.

**Bases: Aware - 241, unaware - 616. ("No answers" have been omitted.)

To be read: Of those who are aware of their public radio station, 9% are 18 to 21 years of age; of those who are unaware, 9% are 18 to 21; etc.

Chart 1

Penetration of Awareness of the Public Radio Station in Selected Demographic Subgroups

Demographic Subgroup	Percentage Aware		Base
Male	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	31%	449
Female	▓▓▓▓▓▓▓▓▓▓▓▓▓▓	25%	618
18-29	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	34%	299
30-44	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	29%	293
45-59	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	27%	201
60 or over	▓▓▓▓▓▓▓▓▓	18%	230
Some H.S. or less	▓▓▓▓▓▓▓	13%	244
H.S. graduate	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	27%	382
Some college	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	35%	223
College grad.+	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	42%	170
Occupation of chief wage earner:			
White collar	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	35%	452
Blue collar	▓▓▓▓▓▓▓▓▓▓▓	22%	305
Retired/not employed	▓▓▓▓▓▓▓▓▓▓▓	22%	229
Under $15,000 HH income	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	27%	447
$15,000+ HH income	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	32%	403
FM radio in car(s)	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	32%	523
No FM radio in car(s)	▓▓▓▓▓▓▓▓▓▓▓▓	22%	334
1 or 2 person HH	▓▓▓▓▓▓▓▓▓▓▓▓▓	25%	484
3+ person HH	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	30%	542
Child under 12 in HH	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	30%	372
No child under 12	▓▓▓▓▓▓▓▓▓▓▓▓▓	26%	673
White	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	28%	877
Black or other	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	28%	124
A or B size county	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	33%	722
C or D size county	▓▓▓▓▓▓▓▓	15%	345
Northeast region	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	39%	269
Central	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	27%	390
South	▓▓▓▓▓▓▓	13%	262
West	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	32%	146

To be read: 31% of males and 25% of females are aware of their public radio station; etc.

Public Radio Listening

Listening Levels. Of the adult population in telephone households,

27% are aware of a public radio station in their area, at least at the recognition level.

73% are unaware, including those who have no public radio available.

Of the station-aware,

56% report ever listening.

44% do not report ever listening.

Of the ever listeners,

33% report listening last week, and

24% report listening regularly.

67% do not report listening last week, and

76% do not report listening regularly.

Chart 2 applies these data to the total population base, showing the segmentation of the population in terms of relationship to public radio.

Factors Associated with Listening. Table 2 provides demographic profiles of people who report ever listening to public radio and of those who never listen.

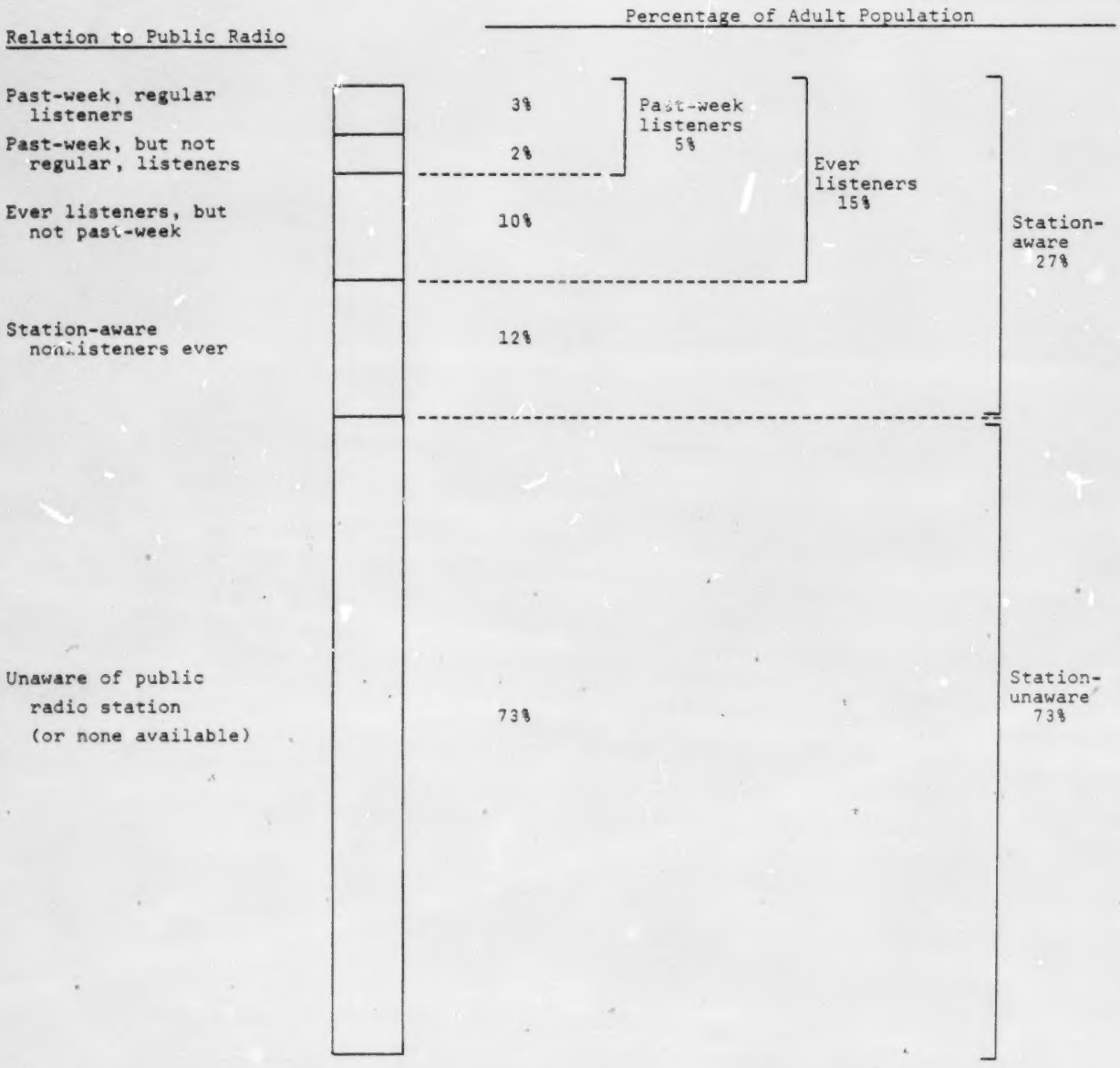
Chart 3 shifts the orientation from composition of the listening and nonlistening population segments to penetration of listening, depicting the level of listening within demographic subgroups of the population. The incidence of listening is higher for those persons who:

- Are under 60 years of age.
- Are better educated.
- Belong to a white collar household.
- Belong to a household containing 3 or more persons.
- Reside in an A or B size county.

The incidence of listening is highest in the northeastern and western regions of the country, lowest in the south.

Chart 2

Public Radio Awareness and Listening



Base: 1067

Table 2

Demographic Characteristics of Listeners and Nonlisteners to Public Radio

Characteristic	Ever Listeners (N=162*)	Never Listeners (N=905*)
Sex		
Male	48%	41%
Female	53	59
Age		
18-21	8	9
22-29	26	19
30-44	30	28
45-59	25	19
60 or over	11	25
Education		
Some H.S. or less	11	26
H.S. graduate	35	38
Some college	24	21
College grad.+	30	14
Occupation of chief wage earner		
White collar	59	43
Blue collar	26	32
Retired/not employed	14	25
Household income		
Under $10,000	27	34
$10,000 - $14,999	21	20
$15,000 - $19,999	15	19
$20,000 or more	37	28
Number of cars		
None	13	11
1	32	38
2	43	38
3 or more	12	13
FM radio in car(s) (Base: Persons with car)**		
FM radio(s)	68	60
No FM radio(s)	32	40

Characteristic	Ever Listeners (N=162*)	Never Listeners (N=905*)
Home ownership		
Own	62%	69%
Rent	38	31
No. of persons in HH		
1	13	16
2	25	33
3	24	18
4	22	16
5 or more	17	17
Presence of child under 12 in HH		
Child	42	34
No child	58	66
Race/ethnicity		
White	86	88
Black	10	9
Spanish/other	3	3
County size		
A	55	36
B	27	29
C	11	21
D	8	14
Region		
Northeast	37	23
Central	35	37
South	9	27
West	19	13

*Minus "no answers." Percentages may not add to 100 due to rounding.

**Bases: Listeners - 132, nonlisteners - 725. ("No answers" have been omitted.)

To be read: Of those who report ever listening to public radio, 8% are 18 to 21 years of age; of those who never listen, 9% are 18 to 21; etc.

Chart 3

Incidence of Public Radio Listening in Selected Demographic Groups

Demographic Group	Percentage Ever Listening		Base
Male	■■■■■■■■■■	17%	449
Female	■■■■■■■	14%	618
18-29	■■■■■■■■■■	18%	299
30-44	■■■■■■■■	16%	293
45-59	■■■■■■■■■■■	19%	201
60 or over	■■■■	8%	230
Some H.S. or less	■■■■	7%	244
H.S. graduate	■■■■■■■	14%	382
Some college	■■■■■■■■■■	17%	223
College grad.+	■■■■■■■■■■■■■■■■	28%	170
Occupation of chief wage earner:			
White collar	■■■■■■■■■■■	20%	452
Blue collar	■■■■■■■	13%	305
Retired/not employed	■■■■■	10%	229
Under $15,000 HH income	■■■■■■■■	15%	447
$15,000+ HH income	■■■■■■■■■■	18%	403
FM radio in car(s)	■■■■■■■■■■	17%	523
No FM radio in car(s)	■■■■■■■	13%	334
1 or 2 person HH	■■■■■■	12%	484
3+ person HH	■■■■■■■■■■	18%	542
Child under 12 in HH	■■■■■■■■■■	18%	372
No child under 12	■■■■■■■	14%	673
White	■■■■■■■■	15%	877
Black or other	■■■■■■■■■■	17%	124
A or B size county	■■■■■■■■■■	18%	722
C or D size county	■■■■■	9%	345
Northeast region	■■■■■■■■■■■■	22%	269
Central	■■■■■■■	14%	390
South	■■■	6%	262
West	■■■■■■■■■■■■	21%	146

To be read: 17% of males and 14% of females ever listen to their public radio station; etc.

Reasons for Listening - Unaided. People who report ever listening to public radio were asked, "Why do you listen to the public radio station?" The following summarizes their responses. (Note that multiple responses were permitted.)

One or more reasons related to program types other than music	36%
News/public affairs	20
Talk	12
Educational	6
Other specific programs	4
Programming in general	35%
One or more reasons related to music programming	31%
Music - unspecified	12
Classical music	9
Good music	8
Other specific types of music	3
No commercials	7%
Other reasons	6%
No special reason	18%
No answer	1%
Base	(162)

Among specific program types, music programming in general, or some type of music programming, is the most frequently cited reason for listening to public radio; it is mentioned by 31 percent of listeners. News/public affairs is the runner-up, with 20 percent. Responses categorized as "programming in general," mentioned by 35 percent of listeners, include statements concerning program quality, variety, enjoyment, unavailability on other stations, etc.

Reasons for Listening - Aided. As a follow-up to the open-end question on reasons for listening to public radio, ever listeners were asked: "I am going to read a list of reasons why a person might listen to public radio. For each one, please tell me whether it helps describe why you listen." Nine possible reasons for listening were given. Chart 4 shows the proportions of listeners who indicate that each reason helps describe their motivation for listening.

As in response to the earlier, open-end question, most listeners cite music programming as their reason for tuning in to public radio. The 139 persons who stated that music programming was a factor were asked a follow-up question: "You said you listen to public radio to hear music programming. What type of music do you listen to?" The responses distribute as follows: (Multiple responses are permitted.)

Chart 4

Reasons that Listeners Consider Helpful in Describing Why They Listen to Public Radio

Reason	Percentage of Listeners	
Music programming	■■■

- Classical - 54 percent
- Top-40 - 27 percent
- Jazz - 14 percent
- Middle-of-the-road - 12 percent
- Country and western - 10 percent
- Progressive - 8 percent
- Other specific types of music - 11 percent
- Music in general - 16 percent

The 116 listeners who indicated that they listen to hear specific programs were asked: "You said you listen to public radio to hear specific programs. Which particular programs would they be -- what are the names of those programs?" The responses may be categorized as follows: (Multiple responses are permitted.)

- News/public affairs - 29 percent
- Classical music - 14 percent
- Other specific types of music - 11 percent
- Talk - 9 percent
- NPR programs - 9 percent
- Music in general - 7 percent
- Miscellaneous programs, including sports, education, drama, religious programming, etc. - 24 percent
- No response - 30 percent

Overall, 28 percent of these listeners mention at least one music program, and 52 percent some other type of programming, excluding music and NPR programs.

Public Radio Programming

Programming spontaneously emerges as the motivation for listening to public radio. In addition, the issue of programming was explicitly referred to in the survey in the context of awareness of NPR programming and listening to such programs, satisfaction with public radio programming, and programs that listeners would like to have broadcast in greater or lesser quantity.

NPR Programs. All respondents were asked whether they "have heard of each of" nine "radio network programs before." The following summarizes the incidence of recognition among the general population, those aware of a public radio station, and public radio listeners.

Program Awareness Level

Program	Total	Public Radio Station-aware	Public Radio Listeners
Paul Harvey News	65%	70%	72%
CBS Mystery Theater	51	66	74
Metropolitan Opera Broadcasts	46	61	70
Folk Festival USA	19	27	32
All Things Considered	13	20	28
The World Tonight	12	19	19
Options in Education	11	13	17
Voices in the Wind	7	12	16
Earplay	2	4	6
Base	(1067)	(290)	(162)

Awareness of all programs, including NPR programs, tends to be higher among those aware of a public radio station in their area than among the general population, and higher yet among people who listen to public radio. Nonetheless, Folk Festival USA, the NPR program with the highest awareness level, is recognized by only a third of public radio listeners. Moreover, the relatively high level of recognition for Folk Festival USA may result from confusion with commercial programs that are similarly titled. Only one commercial network program, The World Tonight, generates less awareness than the best recognized NPR programs, even among public radio listeners.

People who indicated awareness of these programs were asked if they have ever listened to them. The following percentages of program-aware public radio listeners report ever listening:

- Paul Harvey News - 93 percent of 117 public radio listeners who are aware of the program
- CBS Mystery Theater - 81 percent of 120
- Metropolitan Opera Broadcasts - 78 percent of 114
- Folk Festival USA - 75 percent of 52
- All Things Considered - 67 percent of 46

These bases, particularly for the two NPR programs, are small. Even smaller bases are available for the remaining programs, and the data should be treated with caution: 23 of 28 persons aware of Options in Education report having listened to it, 10 of 26 report listening to Voices in the Wind, and 5 of 9 to Earplay.

Satisfaction with Programming. The bulk of listeners to public radio are at least "somewhat satisfied" with public radio programming. They were asked: "How satisfied are you with what is available to listen to on public radio these days -- would you say you are very satisfied, somewhat satisfied, or not satisfied at all?" Their answers distribute as follows:

- Very satisfied - 29 percent
- Somewhat satisfied - 56 percent
- Not satisfied - 4 percent
- No answer - 11 percent

Program Quantity. Listeners were asked, "What kinds of programs would you like to hear more of on public radio?" This was followed by, "What kinds of programs would you like to hear less of on public radio?"

Overall, 35 percent of listeners ask for more music, some naming more than one type of music, and 48 percent ask for one or more other types of programming. Nine percent indicate that there is no need for more of any program type, and 19 percent of listeners did not respond to the question.

More programming of the following types is requested:

- Music - 35 percent
  - -- Music in general - 13 percent
  - -- Specific types of music not elsewhere classified - 12 percent
  - -- Classical music - 11 percent
  - -- Good music - 3 percent
- News/public affairs - 18 percent
- Talk - 14 percent
- Educational programs - 9 percent
- Miscellaneous programming, including sports, religion, drama, etc., each requested with insufficient frequency to report separately - 19 percent.

On the other hand, 17 percent of listeners want less music, and 30 percent want less of some other type of programming. Fifteen percent do not want a reduction in any program type, and 42 percent of listeners did not respond to the question.

Less programming of the following types is requested:

- Music - 17 percent
  - -- Nonclassical music - 12 percent
  - -- Classical music - 5 percent
- Talk - 9 percent
- News/public affairs - 7 percent
- Miscellaneous programming - 15 percent

Some of the comments classified as "miscellaneous" are in fact not program types but quality. For example, a listener might say he wants less "dull" or "stupid" or "loud" programs, or less low-quality programs of a particular type rather than a smaller total quantity of that type.

Public Radio and Public Television

The greater the awareness or viewing of public television, the greater the awareness of or listening to public radio, and vice versa. This is an unsurprising finding in light of the similarity in demographics of aware persons and users of each medium, and in light of the similarity in geographic distribution of public radio and TV stations. Table 3 details the interrelationships in awareness and viewing/listening.

The following table segments the population in terms of awareness and usage of both media.

	Percent of Adult Population
Aware of both PTV and public radio	26%
Aware of PTV only	65
Aware of public radio only	1
Unaware of both	8
Ever user of both PTV and public radio	13%
Ever user of PTV only	55
Ever user of public radio only	2
Nonuser of both	30
Base	(1049)

Most people who listen to public radio also watch PTV, but more than half of the adult population watches PTV at times while never listening to public radio.

Table 3

Interrelationships in Awareness and Usage of Public Radio and Public Television

Level of Awareness or Usage	Percentage of Subgroup: Aware PTV	Unaware PTV	Past-Week Viewer PTV	Ever Viewer	Never Viewer
Aware of public radio unaided	3%	-	4%	2%	1%
Aware aided	26	10	29	26	17
Unaware of public radio	71	90	67	73	83
Past-week and regular listener	2%	3%	3%	2%	1%
Past-week, not regular listener	3	-	4	3	1
Ever, not past-week listener	11	3	14	11	5
Never listener	84	93	80	85	93
Base	(959)	(90)	(504)	(206)	(339)

	Aware Public Radio	Unaware Public Radio	Listener Public Radio	Never Listener
Aware of PTV	97%	89%	96%	91%
Unaware of PTV	3	11	4	9
Past-week viewer of PTV	60%	44%	65%	45%
Ever, not past-week viewer	20	20	20	20
Never viewer	21	37	15	36
Base	(284)	(765)	(158)	(891)

Percentages may not add to 100 due to rounding.

To be read: Of those who are aware of their PTV channel, 3% are also aware of their public radio station unaided, 26% are aware aided, and 71% are unaware of their public radio station; of those unaware of their PTV channel, 10% are aware of their public radio station aided; etc.

APPENDIX A

METHODOLOGY

Sample Design

The findings of this study apply to adults, 18 years of age or older, residing in telephone households (and, in the case of public television findings, residing in telephone and television households) in the continental United States.

Because of the importance of telephone households not listed in current telephone directories, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing.

At least three attempts were made, in various time periods, to reach each telephone number in the predesignated sample. When a household was contacted, at least four attempts were made to interview the person who was randomly selected from among all adults living in the household. Additional efforts were made by specially trained personnel to convert initial refusals into interviews. Of the predesignated sample, 50 percent were found to be household residences. Interviews were completed in 70 percent of the households.

Interview Procedures

Interviewing was conducted during January and February 1978 from the Westfield, New Jersey, offices of Statistical Research, Inc. by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews. Interviewers were monitored by supervisory personnel via special equipment which is used solely for training and supervisory purposes.

Variability of Results

All survey results are subject to variations or uncertainties that are a function of (1) the fact that a particular sample was selected and (2) the methods and procedures adopted for the survey and the manner in which they were carried out.

Sampling error, one of the two major sources of variability, is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

In a survey based on a probability sample, such as was used in this study, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Table A-1 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. If all adults residing in telephone households (and in the case of public television findings, residing in telephone and television households) in the continental United States were asked precisely the same question in precisely the same manner as was the sample, the probability is 95 percent that the proportion giving a particular response would equal the sample proportion plus or minus two standard errors.

Nonsampling error cannot be measured as precisely, but can only be estimated through methodological research studies or on the basis of judgment. Sources of nonsampling error include exclusion of nontelephone households from the sampling frame, failure to obtain response from all predesignated sample members, possible response error on the part of respondents, interviewer variability, coding and processing errors.

These possible sources of error and efforts to minimize them, as well as other methodological aspects of this study, are discussed in more detail in the fourth report of this series.

TABLE A-1

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750
5/95	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
10/90	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1
15/85	5	4	3	3	2	2	2	2	2	2	2	1	1	1	1
20/80	6	4	3	3	3	2	2	2	2	2	2	2	2	2	1
25/75	6	4	4	3	3	3	2	2	2	2	2	2	2	2	2
30/70	6	5	4	3	3	3	2	2	2	2	2	2	2	2	2
35/65	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
40/60	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
45/55	7	5	4	4	3	3	3	2	2	2	2	2	2	2	2
50	7	5	4	4	3	3	3	3	2	2	2	2	2	2	2

TABLE A-1
(CONTINUED)

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	800	850	900	950	1000	1050	1100	1150	1200	1250	1300	1350	1400	1450	1500
5/95	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10/90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15/85	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20/80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25/75	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30/70	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35/65	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
40/60	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1
45/55	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
50	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1

APPENDIX B

COPY OF QUESTIONNAIRE

#9J30: PUBLIC TELEVISION AND RADIO STUDY: JANUARY 1978

POSTED INTRODUCTION

I. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO. BUT FIRST LET ME VERIFY, IS THIS AREA CODE _____ AND THE NUMBER ____ _____ IN _(State)_?

YES--*Ask Q.II* NO--*Verify number reached, terminate, record "WN" as result and redial correct number.*

II. THANK YOU. CAN YOU TELL ME PLEASE HOW MANY TELEVISION SETS YOU HAVE IN YOUR HOME?

One or More--*Record # of TV's in WN space on CRR card & continue with Q.III.* None--*Ask Q.IIA*

IIA. AND HOW MANY RADIOS DO YOU HAVE IN YOUR HOME?

★One or More--*Record # of radios, followed by letter "R," in WN space on CRR card & continue with Q.III.* None--*Terminate and record result as "SOR."*

III. NOW, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER TELEVISION VIEWING AND RADIO LISTENING. IN ORDER TO SELECT THIS PERSON I FIRST NEED TO KNOW HOW MANY PERSONS 18 YEARS OF AGE OR OVER ARE CURRENTLY LIVING IN YOUR HOME?....DOES THAT INCLUDE YOURSELF? *Enter number on CRR card, in total box. If none--terminate and record "SOA" as result*

IV. COULD YOU TELL ME HOW MANY OF THESE ARE MALES? *Record number of M's in column headed "M's" on CRR card.*

V. THEN THERE IS(ARE) _____ FEMALE(S) AGE 18 OR OVER? *Record number of F's in column headed "F's" on CRR card.*

Check random number above number of males (if male card) or number of females (if female card) in respondent selector section to determine person to be interviewed.

VI. THANK YOU VERY MUCH. THE PERSON I NEED TO INTERVIEW IS _____. *If person on telephone, go to Q.1 on questionnaire (or Q.18★ if radio only). Otherwise continue with....*IS HE (SHE) AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM (HER)?

YES--*Reintroduce purpose of call and go to Q.1 on questionnaire (or Q.18★ if radio only).*
NO --*Arrange callback via Q.VIA*

VIA. FEMALE: WHAT WOULD BE A CONVENIENT TIME IN THE MORNING OR AFTERNOON THAT I MIGHT CALL BACK TO SPEAK WITH HER? FOR WHOM SHOULD I ASK? *If female unavailable during day, state:* WE WILL TRY TO REACH HER SOME EVENING. *Record "Evening" in callback section.*

MALE: WHAT WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH HIM? FOR WHOM SHOULD I ASK?

Record N.Y. time, day, date and name on CRR card.

CALLBACK

VII. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. MAY I SPEAK WITH MR./MISS/MRS. _____, PLEASE? THANK YOU.

IF RESPONDENT COMES TO PHONE, CONTINUE WITH Q.VIII.
IF RESPONDENT IS NOT AVAILABLE, ASK Q.VIA.

VIII. MR./MISS/MRS. _____, I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO.

PROJECT #9J30: PUBLIC TELEVISION AND RADIO STUDY: JANUARY 1978

SERIAL #	N T	SS CS	ATT'S	INT #	# ADULTS
_ _ _ _	_ _	_ _	_ _	_ _ _	_ _

1. FIRST COULD YOU TELL ME, PLEASE, WHAT CHANNELS YOU CAN RECEIVE ON YOUR TELEVISION SET? *If none above CH. 13, ask:* AND WHAT ABOUT THE CHANNELS BETWEEN 14 AND 83 -- THE UHF CHANNELS -- WHICH, IF ANY, OF THESE CHANNELS CAN YOU RECEIVE?

2. IS THERE A PUBLIC TELEVISION OR EDUCATIONAL TELEVISION STATION IN YOUR AREA?

YES...☐ NO....☐ DK....☐

2A. WHAT CHANNEL IS THAT?

DON'T KNOW.....☐
ONLY CH'S NOT ON CARD...☐
1+ CHANNELS ON CARD.....☐..*Ask Q.3*

Record all channels mentioned below.

2B. ACCORDING TO OUR INFORMATION, THE PUBLIC TELEVISION STATION(S) IN YOUR AREA IS(ARE) CHANNEL(S) ___ HAVE YOU EVER HEARD OF CHANNEL(S) ___?

YES.....☐...*Ask Q.3*
NO/DK.....☐...*Skip to Q.7**

**Except if 1 or 2 channels in 2A not listed on CBS card. -- See posted script.*

Q.2A CHANNELS UNAIDED	NOTE CABLE TV OR CITY OF ORIGIN	Q.2B CHANNELS AIDED
_ _		_ _
_ _		_ _
_ _		_ _
_ _		_ _

Aware.....1
Unaware....2

For remaining questions use channel number(s) per instructions.

3. HAVE YOU EVER WATCHED ANY PROGRAMS ON CHANNEL ____, THE PUBLIC TELEVISION STATION?

YES.....1--*Ask Q.4*
NO.....2 | *Skip to Q.7*
DK.....3 |

4. THINKING ABOUT A TYPICAL SEVEN-DAY WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DO YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT IN A TYPICAL WEEK YOU...

DON'T WATCH AT ALL.....( )
YOU WATCH LESS THAN AN HOUR PER WEEK.....( )
OR YOU WATCH ABOUT AN HOUR OR MORE PER WEEK.....( )
DON'T KNOW.....( )

5. THINKING ABOUT LAST WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DID YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT YOU...

DIDN'T WATCH AT ALL.....( )--*Skip to Q.7*
YOU WATCHED LESS THAN AN HOUR.....( ) | *Ask Q.6*
OR YOU WATCHED ABOUT AN HOUR OR MORE.....( ) |
DON'T KNOW.....( ) |

PAST WEEK
VIEWER.....1
NONVIEWER...2

6. CAN YOU TELL ME PLEASE, WHAT PROGRAMS YOU WATCHED ON PUBLIC TELEVISION LAST WEEK?

7. ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME?

YES...1-*Ask Q.8* | NO....2 | DK....3 | *Skip to Q.10*

8. DO THEY (DOES HE/SHE) EVER WATCH PROGRAMS ON CHANNEL ___?

YES..( )-*Ask Q.9* | NO.....( ) | CANNOT REC..( ) | DK.....( ) | *Skip to Q.10*

9. WHAT PROGRAMS DO THEY (DOES HE/SHE) WATCH ON CHANNEL ___?

10. IF WE THINK OF PUBLIC TELEVISION AS CHANNEL ___ (A CHANNEL) WHERE THERE ARE NO COMMERCIALS, WHAT IS YOUR IMPRESSION AS TO WHERE PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?... *Probe:* WHERE ELSE DO YOU THINK PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?

_____ __
_____ __
_____ __

11. PUBLIC TELEVISION STATIONS (LIKE CHANNEL ____) SOMETIMES MAKE APPEALS ON THE AIR FOR FINANCIAL SUPPORT FROM THEIR VIEWERS. HAVE YOU EVER SEEN OR HEARD, ON TV, AN APPEAL FOR FUNDS TO SUPPORT THE PUBLIC TELEVISION STATION?

YES.....1
NO.....2
DK.....9

12. HOW DO YOU FEEL ABOUT A PUBLIC TELEVISION STATION APPEALING, ON THE AIR, FOR FUNDS FOR ITS SUPPORT?....*Probe:* HOW ELSE DO YOU FEEL ABOUT ON-THE-AIR APPEALS?

_____ __
_____ __
_____ __
_____ __

Ask if any PTV channel is named in Q.11 or 12. Otherwise skip to Q.14.

13. I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE PUBLIC TELEVISION FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *Read list, starting at Red "X."*

RED "X"	STATEMENT	STRONGLY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC TELEVISION	1	2	3	9
___	B. REQUESTS FOR MONEY ON TV ARE IMPORTANT IF PUBLIC TELEVISION IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON TV TO RAISE FUNDS FOR PUBLIC TELEVISION ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC TELEVISION IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC TELEVISION	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID WATCHING PUBLIC TELEVISION BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC TELEVISION SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

14. NOW THAT YOU HAVE GIVEN YOUR REACTION TO SOME STATEMENTS ABOUT FUND-RAISING, IS THERE ANYTHING YOU WOULD LIKE TO ADD ABOUT HOW YOU PERSONALLY FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV? *If appropriate, probe:* HOW ELSE DO YOU FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV?

_____ __
_____ __
_____ __
_____ __

15. CONSIDERING, ON ONE HAND, THE PURPOSE OF TELEVISED APPEALS FOR FUNDS TO SUPPORT PUBLIC TV AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC TELEVISION?

AGREE.....1
DISAGREE..2
DK.....9

16. NOW LET'S TURN TO RADIO—RADIO NOT TELEVISION.

MANY RADIO STATIONS BROADCAST RADIO NETWORK PROGRAMS IN ADDITION TO THEIR OWN LOCAL PROGRAMMING. WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORKS BEFORE... *Read list, starting at Red "X."*

Red "X"		Q.16: HEARD OF: YES	NO	DON'T KNOW
___	A. ABC INFORMATION RADIO	1	2	3
___	B. CBS RADIO NETWORK	1	2	3
___	C. NATIONAL PUBLIC RADIO	1	2	3
___	D. MUTUAL BLACK NETWORK	1	2	3
___	E. NBC RADIO NETWORK	1	2	3
___	F. ABC CONTEMPORARY RADIO	1	2	3
___	G. MUTUAL BROADCASTING SYSTEM	1	2	3

17. NOW, WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORK PROGRAMS BEFORE... *Read list, starting at Red "X."*

Red "X"		Q.17: HEARD OF: YES	NO	DON'T KNOW	Q.18: EVER LISTENED TO: YES	NO	DON'T KNOW
___	A. CBS MYSTERY THEATRE	1	2	3	1	2	3
___	B. FOLK FESTIVAL USA	1	2	3	1	2	3
___	C. ALL THINGS CONSIDERED	1	2	3	1	2	3
___	D. PAUL HARVEY NEWS	1	2	3	1	2	3
___	E. OPTIONS IN EDUCATION	1	2	3	1	2	3
___	F. METROPOLITAN OPERA BROADCASTS	1	2	3	1	2	3
___	G. VOICES IN THE WIND	1	2	3	1	2	3
___	H. THE WORLD TONIGHT	1	2	3	1	2	3
___	I. EARPLAY	1	2	3	1	2	3

18. *(Ask for each one answered "Yes" in Q.17)* HAVE YOU EVER LISTENED TO _____? *(Record above.)*

19. PUBLIC RADIO STATIONS DO NOT HAVE ANY COMMERCIAL ADVERTISING AND ARE SOMETIMES CONSIDERED TO BE EDUCATIONAL STATIONS. WE ARE PARTICULARLY INTERESTED IN THE PUBLIC RADIO STATIONS THAT IDENTIFY THEMSELVES WITH THE NATIONAL PUBLIC RADIO NETWORK, KNOWN AS N-P-R. ARE THERE ANY SUCH PUBLIC RADIO STATIONS IN YOUR AREA?

YES.....1--*Ask Q.20*
NO.....2 | *If there are stations available in area, skip to Q.20A.*
DON'T KNOW.....3 | *If none are available, skip to QA.*

20. DO YOU HAPPEN TO KNOW THE STATION CALL LETTERS OR THE NUMBER ON THE DIAL OF ANY OF THESE STATIONS? *(If "Yes")* WHAT ARE THEY?

Aware unaided..1
Unaware.....2
None avail.....3

_____ ( )
_____ ( )
_____ ( )
_____ ( )
_____ ( )
_____ ( )
_____ ( )

If one or more stations identified correctly, skip to Q.20B

If none identified correctly, ask Q.20A if stations available; otherwise, skip to QA.

Don't know.....( )

20A. ACTUALLY, THE CALL LETTERS OF THE PUBLIC RADIO STATION(S) RECEIVED IN THIS AREA ASSOCIATED WITH N-P-R ARE *(Read stations on CRB card.)* HAVE YOU HEARD OF (THAT STATION/ THESE STATIONS)?

YES.....1--*Ask Q.20B*
NO.....2 | *Skip to QA*
DON'T KNOW....3 |

20B. HAVE YOU EVER LISTENED TO (THAT STATION/ANY OF THESE STATIONS)?

YES.....1--*Ask Q.20C*
NO.....2 | *Skip to Q.21*
DON'T KNOW....3 |

20C. HAVE YOU LISTENED TO (THAT STATION/ANY OF THESE STATIONS) IN THE PAST 7 DAYS?

YES.....1
NO.....2
DON'T KNOW...3

20D. ARE YOU USUALLY A REGULAR LISTENER TO (THAT STATION/ANY OF THESE STATIONS) EACH WEEK?

YES.....1
NO.....2
DON'T KNOW...3

21. WHY DO YOU LISTEN TO THE PUBLIC RADIO STATION(S)? *Probe:* 'WHAT OTHER REASONS DO YOU HAVE FOR LISTENING TO THE PUBLIC RADIO STATION?

_____ __
_____ __
_____ __

22. I AM GOING TO READ A LIST OF REASONS WHY A PERSON MIGHT LISTEN TO PUBLIC RADIO. FOR EACH ONE, PLEASE TELL ME WHETHER IT HELPS DESCRIBE WHY YOU LISTEN. *Read list, starting at Red "X."*

RED "X"		
__	A. TO HEAR SPECIFIC PROGRAMS	01★ *Ask Q.22A*
__	B. NO ADVERTISING COMMERCIALS	02
__	C. PREFER THE PROGRAMMING ON PUBLIC RADIO TO THAT WHICH IS AVAILABLE ON THE COMMERCIAL STATIONS	03
__	D. ARTS PROGRAMMING	04
__	E. PUBLIC AFFAIRS PROGRAMMING	05
__	F. NEWS PROGRAMMING	06
__	G. EDUCATION OR INSTRUCTIONAL PROGRAMMING	07
__	H. TO HEAR A SPECIFIC PERSON	08
__	I. MUSIC PROGRAMMING	09★★ *Ask Q.22B*
	NONE	10
	DON'T KNOW	99

If ★ item "A" answered in Q.22, ask Q.22A

22A. YOU SAID YOU LISTEN TO PUBLIC RADIO TO HEAR SPECIFIC PROGRAMS. WHICH PARTICULAR PROGRAMS WOULD THEY BE -- WHAT ARE THE NAMES OF THOSE PROGRAMS?

_____ __
_____ __
_____ __
_____ __

If ★★ item "I" answered in Q.22, ask Q.22B

22B. YOU SAID YOU LISTEN TO PUBLIC RADIO TO HEAR MUSIC PROGRAMMING. WHAT TYPE OF MUSIC DO YOU LISTEN TO? _____ __
_____ __
_____ __

23. HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO LISTEN TO ON PUBLIC RADIO THESE DAYS -- WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR...2
NOT SATISFIED AT ALL...3
DK.....9

24. WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO HEAR MORE OF ON PUBLIC RADIO?

_____ __
_____ __
_____ __

25. WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO HEAR LESS OF ON PUBLIC RADIO?

_____ __
_____ __
_____ __

26. HAVE YOU EVER HEARD ANY PUBLIC RADIO STATION ASK ITS LISTENERS, ON THE AIR, TO CONTRIBUTE FUNDS FOR ITS SUPPORT?

YES.....1
NO.....2
DK.....9

27. HAVE YOU EVER BEEN ASKED BY ANY PUBLIC RADIO STATION TO CONTRIBUTE FUNDS FOR ITS SUPPORT, EITHER BY MAIL OR IN ANY WAY OTHER THAN ON THE AIR?

YES.....1
NO.....2
DK.....9

28. SOME PUBLIC RADIO STATIONS DO APPEAL, ON THE AIR, FOR FINANCIAL SUPPORT FROM THEIR LISTENERS.

I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE THESE PUBLIC RADIO FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. Read list, starting at Red "X."

RED "X"	STATEMENT	STRONGLY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC RADIO	1	2	3	9
___	B. REQUESTS FOR MONEY ON PUBLIC RADIO ARE IMPORTANT IF PUBLIC RADIO IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON AIR TO RAISE FUNDS FOR PUBLIC RADIO ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC RADIO IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC RADIO	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID LISTENING TO PUBLIC RADIO BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC RADIO SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

29. CONSIDERING, ON ONE HAND, THE PURPOSE OF BROADCAST APPEALS FOR FUNDS TO SUPPORT PUBLIC RADIO AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC RADIO?

AGREE.....1
DISAGREE.....2
DK.....9

30. IF YOU CONTRIBUTED FUNDS TO A PUBLIC RADIO STATION OR TO A PUBLIC TELEVISION STATION, WOULD YOU CONSIDER THAT TO BE YOUR CONTRIBUTION TO PUBLIC BROADCASTING, OR WOULD YOU FEEL YOU SHOULD CONTRIBUTE SEPARATELY TO EACH?

ONE CONTRIBUTION TO PUBLIC BROADCASTING...1
SEPARATELY.....2
DK.....9

A. THANK YOU. I HAVE ONLY A FEW REMAINING QUESTIONS WHICH ARE STRICTLY FOR PURPOSES OF CLASSIFICATION....HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOME....DOES THAT INCLUDE YOURSELF?

1 2 3 4 5 6+ DK....9

B. WHAT WAS THE LAST GRADE YOU ATTENDED IN SCHOOL?

GRADE SCH.....1
1-3 YRS. HS.....2
H.S. GRAD.....3
SOME COLLEGE....4
COLLEGE GRAD.....5
COLLEGE POST GRAD....6
OTH _____.7
DK/NA.....9

C. AND YOUR AGE IS? *If necessary, read age categories.*

18-21.....1
22-29.....2
30-44.....3
45-59.....4
60+.....5
DK/NA....9

D. WHAT IS YOUR OCCUPATION -- THE NATURE OF YOUR WORK?

_____ [ ]

E. IN WHAT INDUSTRY DO YOU WORK?

_____

F. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?

YES.....1 *(Skip to J)*
NO.....2 *(Ask G)*
DK.....9 *(Skip to J)*

G. WHAT IS YOUR RELATIONSHIP TO THE CHIEF WAGE EARNER?

_____ [ ]

H. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

_____ [ ]

I. IN WHAT INDUSTRY DOES HE/SHE WORK?

_____

J. HOW MANY CARS, IF ANY, ARE THERE IN YOUR HOUSEHOLD?

0--*Ask M*
1--*Ask K*
2--*Ask L*
3+-*Ask L*
DK/NA..9--*Ask M*

K. IS YOUR CAR EQUIPPED WITH AN FM RADIO?

YES...1--*Ask M*
NO...2--*Ask M*
DK/NA..9--*Ask M*

L. HOW MANY OF YOUR CARS, IF ANY, ARE EQUIPPED WITH AN FM RADIO?

0.....1.....2.....3+.....DK/NA.....9

M. DO YOU OWN OR RENT YOUR HOME?

OWN.....1
RENT.....2
DK/NA.....9

N. IS YOUR TELEPHONE NUMBER LISTED IN THE CURRENT TELEPHONE DIRECTORY?

YES....1--*Ask P*
NO.....( )-*Ask O*
DK/NA....9--*Ask P*

O. IS THAT BECAUSE YOU HAVE RECENTLY MOVED OR DO YOU HAVE AN UNLISTED NUMBER?

MOVED.....2
UNLISTED.....3

P. WOULD YOU DESCRIBE YOUR RACIAL OR ETHNIC BACKGROUND AS:

WHITE.....1
BLACK.....2
SPANISH.....3
ORIENTAL....4
OTH _____.5
DK/NA.....9

Q. HAVE YOU EVER MADE A DONATION TO PUBLIC TELEVISION, EITHER IN RESPONSE TO A TELEVISED APPEAL, MAIL, OR SOME OTHER KIND OF APPEAL?

YES.....1
NO.....2
DK/NA.....9

R. AND WHAT ABOUT PUBLIC RADIO? HAVE YOU EVER MADE A DONATION TO PUBLIC RADIO?

YES.....1
NO.....2
DK/NA.....9

S. WOULD YOU ESTIMATE THE TOTAL INCOME OF ALL PERSONS IN YOUR HOME TO BE:

UNDER $5,000.....1
$ 5,000-$ 9,900....2
$10,000-$14,900....3
$15,000-$19,900....4
$20,000-$24,900....5
$25,000-$29,900....6
$30,000 OR OVER....7
DK/NA.....9

T. SEX OF RESPONDENT:

MALE.....1
FEMALE.....2

THANK YOU. YOUR COOPERATION HAS BEEN VERY HELPFUL.